



City of Liberty Lake Request for Proposal

Website Redesign, Development and Implementation Services

www.libertylakewa.gov

**Proposals must be submitted no later than 12:00 PM on
February 25, 2013**

Late proposals will not be accepted

**City of Liberty Lake
22710 E. Country Vista Drive
Liberty Lake, WA 99019**

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INTRODUCTION AND SCOPE OF PROJECT

The City of Liberty Lake is located on the Eastern edge of Washington State, near the Idaho border. Only minutes from Downtown Spokane, Liberty Lake is a family and business friendly community. Officially incorporated in August of 2001, today the City is home to about 8,000 residents.

Liberty Lake has many amenities to offer its citizens, visitors, and the community:

- DYNAMIC, ACTIVE CITY WITH BIKE AND WALKING TRAILS
- BEAUTIFULLY PLANNED LANDSCAPING AND PARKS
- RETAIL AND SHOPPING TO ENHANCE LOCAL LIFESTYLES
- LOCATED IN CENTRAL VALLEY SCHOOL DISTRICT
- MODERATE WEATHER WITH FOUR DISTINCT SEASONS
- YEAR-ROUND RECREATIONAL OPPORTUNITIES FOR ALL AGES AND ABILITIES

Located in the middle of it all, with a short drive you'll find mountains for skiing, hiking and biking, lakes and rivers for swimming, boating and fishing, golf courses with challenging holes and unmatched scenery, and the best shopping, food, and entertainment in the Eastern half of the state. Liberty Lake is truly a special place with fabulous natural beauty, four distinct seasons and 260 sunny days each year.

The City of Liberty Lake has a strong Mayor form of government with 28 full-time employees who deliver quality municipal services to its 8,000 citizens. The City of Liberty Lake's total budget for 2013 is \$12,197,056.

The City of Liberty Lake is seeking the services of an experienced website design firm to redesign, develop and implement a new City website utilizing posted information on its existing website, as well as new information, products and features as suggested by the City.

The goal of the City's website is to provide simple and intuitive electronic access to public services; serve as a public communications tool; reduce transaction costs for the City and citizens; streamline business operations; provide greater accessibility to City services; improve transparency and communication; and generate interest among residents, visitors, and businesses in the resources and attractions the City of Liberty Lake has to offer.

The City seeks the most cost-effective way to achieve the project's goals. The City is interested in the respondents' ideas for content and approach in achieving these goals.

1. PROJECT MISSION STATEMENT

A redesigned Liberty Lake web site will be the public face of government and the community. The website will attract more business to the city, make city services easier to access and improve communication.

The Liberty Lake website will serve as a virtual City Hall with 24/7 services for a wide range of users. It will introduce Liberty Lake to prospective visitors, residents and business owners and make it easier for those who currently live and work in the City to get the help they need from local government. The redesigned site should offer a theme that promotes the City with a welcoming, sophisticated, user friendly and professional feel. The new site will be flexible, attractive and simple for staff to maintain. The City will be in charge of content management and will own all content. Upon completion and acceptance of the project structure and design, the website will become the domain of the City of Liberty Lake.

The City's new website:

- **will benefit residents** by being the go to place at any time to find the answers to questions about city services. It will save trips to City Hall and phone calls and will provide up-to-date city news, a calendar of community events and an e-newsletter covering local government issues and important dates. An e-commerce service will support secure online credit card payment of fees for City services. There also will be an option to sign up for automatic notification by email, PDA and/or phone about emergencies or hazardous conditions.
- **will benefit businesses** by providing instant access to City information and regulations, as well as online permitting and fee payments. Businesses will benefit from exposure and publicity to the community, both from people who access the City's website and from out-of-towners who locate Liberty Lake businesses through search engines.
- **will benefit prospective homeowners and business owners** by offering them a comprehensive profile of the community, including attractive photos, demographics, school test scores, recreational and cultural opportunities, local organizations and churches, and residential and commercial real estate data. The website should be a marketing tool that conveys the upscale look and feel of a highly desirable destination. The user interface, images and copy tone should be consistent with this objective.
- **will benefit visitors** by presenting an engaging, enticing view of the City. Specific functions for visitors would include driving and public transit options, maps of the downtown central business district, parking information, special event listings, descriptions of parks and open spaces, information on Trailhead Golf Course, diagrams of pedestrian and bike trails, and promotional coupons for local businesses.
- **will benefit city employees** by being able to direct people to details on the web site or to an online permit application. The new website will be easy to maintain with users from each department authorized to post, edit and delete specific content. The improved website would support efficient use of city computing resources by connecting all the city's sites, such as the Police Department and Municipal Library pages along with having an online Recreation program registration and online payment options. The

new site will be able to direct people to an online permit application with capability for file upload and notification of submittal back to the City.

- **will benefit service providers** who serve both homeowners and business owners planning to remodel or add on to their home or business who need access to up to date information on City planning codes and processes, as well as forms and handouts needed for planning applications and requirements.
- **will benefit the citizens and those who govern the City by providing them a platform for digital democracy.** Examples of such tech-enabled governance would be the ease with which citizens could participate in the policy-making processes of the city. This would include communicating with the City Council and commissions, participating in meetings via video and audio streaming, and reviewing video, audio and textual archives of City Council and commission meetings.

2. OVERALL PROJECT GOALS

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive and architecturally sound and flexible website that supports the City's needs.
2. Create a standardized format and enhanced user experience for all pages, thereby establishing a unified theme but allowing some level of individuality and/or functionality between City functions and departments.
3. Create a website that allows multiple users in different departments to have responsibility in managing their information.
4. Incorporate design elements that make the website ADA Section 508 accessible, easy to navigate, appealing, functional and searchable.
5. Provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate.
6. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility.

3. GUIDELINES

In preparing their proposals, respondents should consider the following criteria:

User Criteria

1. Visually appealing – Design of this site is extremely important. The upscale nature of Liberty Lake should be conveyed from the initial impression given on the homepage. The redesigned website should reflect the City of Liberty Lake's beauty, sophistication and unique charm, while offering an easy-to-use user interface.
2. Common theme – Each section of the site should have a unified look and feel that reinforces the City of Liberty Lake's image. Each section of the

site should visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.

3. Easily updated – Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for permissions, approvals and roles, including creating and publishing as well as version control.
4. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer (with a 56K or faster modem).
5. Easy to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
6. Search engine - The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
7. Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
8. Mailing lists – There should be a mechanism that permits users to sign up to be on various mailing lists targeted at different topic interests. Users should also be able to opt out at any time.

System Operations and Technical Features

1. The website must provide for high-speed upload/download response times for low-end to high-end computers that are used by the average citizen and the site should be developed to minimize loading times for analog dial-up customers.
2. The site must provide the same level of service to individuals with visual, hearing, motor or cognitive disability as to the general public, pursuant to the Americans with Disabilities Act. All proposals must be Sec 508 ADA compliant and include the utilization of W3C Content Accessibility Guidelines with the website development. Respondents are requested to offer suggestions regarding accessibility.
3. The site must be accessible and useable with current versions of commonly used browsers including IE5+, Netscape 7+, Opera, Safari, Mozilla, and Fire Fox, across most widely used operating environments. Respondents should provide a test matrix by platform, operating system and browser.
4. The site must be designed to be manageable from the existing Windows 2000 and Internet Explorer 6+ client infrastructure at the City.
5. All documents, including maps and tables, should be in HTML, Portable Document Format (PDF), or in a format approved by the City to provide

ease of viewing, printing and downloading, and in alternate ADA acceptable download formats.

6. All documents formatted in PDF must include the ability to perform a full text search within the PDF document.
7. The site should be able to provide a news feed via Real Simple Syndication (RSS).
8. The site should include capability for e-commerce functions, including secure online credit card purchases, verification, fulfillment and acceptance.
9. The site should provide a basis for e-government transactions, such as recreation program registrations, payment of library fines, filling out police reports and other interactive forms.
10. Email feedback/contact forms should have configurable distribution list and be offered on the home page as well as on departmental pages.
11. The site should support the functional use of the City's existing computing resources and any future ancillary sites, including the City of Liberty Lake's Municipal Library System and the future purchase of a Parks and the Recreation Department program registration and facility reservation system.

Security

1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
2. The site must be secured from email harvesters.
3. The site should be built to withstand security attacks including Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
4. Any mailing list modules must be secure in compliance with the stated privacy policies of the City of Liberty Lake.
5. The City must be able to control levels of permission and approval for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.

Other Minimum Requirements and Features:

1. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
2. Graphic files should be relative to the site and provide for quickest loading.
3. It must have capability to maintain an archive of existing and past records, such as agendas, minutes, press releases and newsletters, with version control.

4. The consultants shall assist departments with information design, as requested for the initial website design.
5. The City staff will maintain the information on the site. A system needs to be in place with capabilities for updating information by nontechnical staff.

Other Information

1. The top three selected respondents will be invited to present their proposals and a demonstration of sample projects to the City of Liberty Lake Selection Committee.
2. Firms submitting proposals may offer to host the City's web site.
3. For questions and clarification, please contact:

Michelle Griffin, Parks and Recreation Coordinator
(509) 755-6726
22710 E. Country Vista Drive
Liberty Lake, WA 99019
mgriffin@libertylakewa.gov

4. CURRENT SITE ARCHITECTURE

The City of Liberty Lake's principle domain is libertylakewa.gov which was launched in HTML4 and Java approximately seven years ago. It is hosted offsite by a local web provider utilizing Linux and Windows servers. DNS is managed by XO Communications.

Several staff members have access to the website and can add, edit, manage and delete content. Most staff members have little or no formal training in HTML or website management. The City of Liberty Lake is seeking a website which is easily navigated by citizens and businesses interested in the City of Liberty Lake. There are approximately 120 pages in the existing City of Liberty Lake website.

5. REQUESTED INFORMATION AND PROPOSAL FORMAT

The proposal submitted should include the costs of

1. The Base Bid, which must include:
 - a. Designing and building the basic site, including migrating content, and a site map.
 - b. A content management system with levels of permission.
 - c. Annual web content management software licensing and support costs
2. Alternate Bid Items (to be selected based on funds available and City priorities), which may be included with the Base Bid or added later, and which may include:
 - a. The cost of hosting the web site and annual maintenance cost.

- b. The cost for migrating content for all existing pages.
- c. Additional functionality. The bidding firm may respond to all or some of the functionalities listed below based on its knowledge and experience with such functions. For example:
 - i. Events calendar,
 - ii. Site search capability,
 - iii. Ecommerce,
 - iv. Online permitting,
 - v. Archiving,
 - vi. Streaming video of meetings,
 - vii. Emergency notification to residents;
 - viii. Citizen requests/complaint tracking
 - ix. Parks and Recreation Department facility reservation system
- 3. The proposal should specify the necessary software and hardware, additional communication requirements, integration needs and potential costs necessary to host and maintain the website (e.g., hardware, software, installation, licensing, training, conversion and testing)
- 4. The proposal should include details on the firm's years of experience related to website design, the names of all key individuals and their resumes for those who would be involved in the project, as well as their roles and responsibilities for the project.
- 5. The proposal should include the approach and timeline for completion of the project with a delineation of tasks required of City staff.
- 6. The proposal should include basic training for a minimum of four employees, a training plan, online tutorials, documentation and a training timeline.
- 7. The respondent should provide a list of comparable websites, including those of municipalities and governmental agencies that have been designed by the firm. Each site listed should include the website address, agency contact, emailing address and telephone number. These agencies will be contacted for references.
- 8. The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of the City of Liberty Lake and will not be returned.
- 9. Completed checklist (see Attachment B).
- 10. Submit three hard copies of the proposal and one electronic copy by 12:00 p.m. on February 25, 2013.

6. SELECTION CRITERIA AND PROCESS

The following will be used in evaluating the responses.

- Experience – The City of Liberty Lake will consider the respondents' experience in designing websites, particularly government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website sign. References will be verified.
- Value to users – The City of Liberty Lake will evaluate the respondent's proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.
- Maintenance and upgrades – The City of Liberty Lake will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.
- Investment – The City of Liberty Lake will consider the total cost of ownership for each proposal, including annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include city staff time requirements to complete the project.
- Project management – The City of Liberty Lake will evaluate the team and the methodology proposed for carrying out the project.

The City of Liberty Lake reserves the right to accept or reject any and all proposals, waive any irregularities in the proposal process, and award a contract as a whole or part, as may be in the City's best overall interests. The City will be the sole judge of the suitability of products, services and system designs offered.

The top three respondents will be invited to present their proposals and a demonstration of sample projects before the City of Liberty Lake's Selection Team on Friday, March 15, 2013. After the interview process has been completed, the City staff will make a final determination regarding the selection of a firm and a contract. The selected firm will be required to enter into an Agreement for the project, subject to the City's contract policy.

Before the City executes a contract, the selected firm will furnish the City a certificate evidencing Workman's Compensation Insurance and Comprehensive Public Liability Insurance or General Liability Insurance. The City will be named as an additional insured and the Certificates of Insurance must be accompanied by the applicable endorsements for the specific insurance policy. The selected firm must comply with the standards of insurance as shown on Attachment C.

7. ANTICIPATED CALENDAR REVIEW & APPROVAL PROCESS.

(Subject to change at City's sole discretion)

Monday, January 28 – RFP Advertisements begin and RFP is released on Website Redesign, Development and Implementation Services

Monday, February 25 – last day for submittal of RFP response

Wednesday, February 27 – Distribute RFP proposals to the City of Liberty Lake Selection Committee for evaluation.

Friday, March 1 – City of Liberty Lake Selection Committee selects proposals for interviews to be held on Friday, March 15, 2013.

Monday, March 4 – City of Liberty Lake Selection Committee conduct phone interview background checks and references for top three selected proposals.

Friday, March 15 – Presentations by top three respondents at City Hall in Liberty Lake.

Monday, March 18 – Complete follow-up reference checks and finalize consultant selection.

Tuesday, April 2 – Present contract to City Council members for their review and approval.

Wednesday, April 3 – Contract signed and mailed to top respondent. City's expectation is to have website redesign project completed within 7 months from this date.

8. OWNERSHIP AND INTELLECTUAL PROPERTY

1. All screens, graphics, domain names, content and the themes of the site developed will be the property of the City of Liberty Lake, together with all layered Photoshop or Flash files. Any type of source files, which would be necessary for the City to update or change the design of the site, must be delivered at the end of the project.
2. All intellectual property developed in connection with the website will be owned solely by the City of Liberty Lake.
3. In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.
4. The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website.
5. All applicable copyright notices will be displayed on the website.

9. CITY'S RESPONSIBILITY

1. A City representative will be designated to monitor all technical aspects and assist in administering the contract.
2. The City will be responsible for providing the contractor with the specific information on the content of the website.
3. The City of Liberty Lake Selection Committee, made up of the City departmental representatives is available as necessary to answer questions and provide resources.

10. MISCELLANEOUS

The contractor will hold the City of Liberty Lake, its officers, agents and employees harmless from liability of any nature or kind on account of use of copyrighted or uncopyrighted composition, patented or unpatented inventions, article or appliance furnished or used under the quotation.

The City of Liberty Lake reserves the right to reject any bids that do not address all the terms and conditions of this bid request. In addition, the City may reject any and all bids at any time when it is determined to be in the City's best interests not to make the award from among the submitted bids.

Attachment A

BID SUMMARY

1. Base Bid for:	Dollar Amount
a. Designing and building the basic site, including migrating content and a site map;	
b. A content management system with levels of permission;	
c. Annual web content management software licensing and support costs;	
2. Alternate Bid Items (to be selected based on funds available and City priorities)	
a. the cost of hosting the web site and annual maintenance cost.	
c. the cost of migrating content for all existing pages.	
d. the cost of adding additional functionality (the bidding firm may respond to all or some of the functionalities listed below based on their knowledge, experience with such functions) ,	
i. an events calendar	
ii. site search capability	
iii. ecommerce,	
iv. online permitting,	
v. archiving,	
vi. streaming video of meetings,	
vii. emergency notification to residents;	
viii. citizen requests/complaint tracking	
ix. Parks and Recreation Department Facility Reservation System	

Attachment B

REQUESTED INFORMATION AND PROPOSAL FORMAT CHECKLIST

Item	Indicate the page number of your proposal where the item is addressed
1. The proposal should contain the cost for Base Bid items a-c	
2. Cost for Alternate Bid Items a-c	
3. Proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)	
4. Proposal shall include what format you intend to design in and programs you intend to use for the design and construction of the site.	
5. Proposal shall include firm's years of experience related to website design, principals, resume of all principals to be involved in the project and their roles and responsibilities for the proposed project.	
6. Proposal shall provide the approach suggested and timeline for completion of this project including tasks/activities required of city staff.	
7. The proposal should include basic training for a minimum of four employees, the training plan and timeline.	
8. The respondents shall provide a list of comparable websites, including municipalities and governmental agencies, designed by the firm. Include the website address, company/agency contact, address, telephone number. These companies/agencies will be contacted for references.	
	Indicate yes if provided
9. Completed Bid Summary (Attachment A)	
10. Completed Checklist (Attachment B)	
11. Please submit three hard copies of the proposal and one electronic copy.	

Attachment C

STANDARD INSURANCE REQUIRED

A. MINIMUM SCOPE OF INSURANCE

Coverage shall be at least as broad as:

1. Insurance covering Comprehensive General Liability
2. Insurance covering Automobile Liability
3. Worker's Compensation insurance and Employers Liability insurance

B. BEGINNING OF WORK

Contractor shall maintain limits no less than:

1. General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.
2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
3. Workers' Compensation and Employers Liability and Employers Liability limits of \$1,000,000 per accident.

C. DEDUCTIBLES AND SELF-INSURED RETENTIONS

Any deductibles or self-insured retentions must be declared to and approved by the City of Liberty Lake. At the option of the City of Liberty Lake, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City of Liberty Lake, its officers, officials, employees and volunteers; or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration, and defense expenses.

D. OTHER INSURANCE PROVISION

The policies are to contain, or be endorsed to contain the following provision:

1. General Liability and Automobile Liability Coverages

- a.** The City of Liberty Lake, its officers, officials, employees and volunteers are to be covered as insureds as respects: liability arising out of activities performed by or on behalf of the Contractor, products and completed operations of the Contracts, premises owned, occupied or used by the Contractor, or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protection afforded to the City of Liberty Lake, its officers, officials, employees, or volunteers. The endorsement providing this additional insured coverage must cover negligence, completed operations, and the acts of subcontractors.
- b.** The Contractor's insurance coverage shall be primary insurance as respects the City of Liberty Lake, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City of Liberty Lake, its officers, officials, employees, or volunteers shall be excess of the Contractors Insurance and shall not contribute with it.
- c.** Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City of Liberty Lake, its officers, officials, employees, or volunteers.
- d.** The Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

2. Workers' Compensation and Employers Liability Coverage

The insurer shall agree to waive all rights of subrogation against the City of Liberty Lake, its officers, officials, employees, or volunteers for losses arising from work performed by the Contractor for the City of Liberty Lake.

3. All Coverages

Each insurance policy required by this clause shall be endorsed to state that

coverage shall not be suspended, voided, canceled by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt required, has been given to the City of Liberty Lake.

E. ACCEPTABILITY OF INSURERS

Contractor must be authorized to conduct business in the State of Washington.

F. VERIFICATION OF COVERAGE

Contractor shall furnish the City of Liberty Lake with certificates of insurance and with original endorsements effecting coverage required by this clause. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates and endorsements are to be received and approved by the City of Liberty Lake before any work commences. The City of Liberty Lake reserves the right to require complete, certified copies of all required insurance policies, at any time.